

ORDER



Orders	Order / Rev:	57122
	Alt Order #:	09819718
	Product Desc:	JOHN THRASHER
	Estimate:	449
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	09/17/12 / 09/17/12
	Order Type:	CIA - O

	CBS 47
Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	John Thrasher (R) FL Senate D-8
	Demographic:	A35+
	Product Codes:	State Elections
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:00:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$9,220.00	\$7,837.00
10/29/12	10/29/12	2	\$840.00	\$714.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$9,220.00	\$7,837.00	0.00
November 2012	2	\$840.00	\$714.00	0.00
Totals	11	\$10,060.00	\$8,551.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

CBS 47	32%	\$10,060.00
Market	100%	\$31,437.50

Competitive Share

CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	1%	\$314.38
WCWJ	0%	\$0.00
WJXT	26%	\$8,173.75
WJXX	3%	\$943.12
WTLV	38%	\$11,946.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	10/23/12	10/26/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
CBS47 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	3		\$400.00	0.00							
E 2	WTEV	10/23/12	10/28/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	PI- TWTFS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
CBS47 11PM															

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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: John Thrasher (R) FL Senate D-8
 Product Desc: JOHN THRASHER
 Estimate: 449

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	10/23/12	10/28/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	-TWTFSS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
				CBS47 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTFSS		3			\$440.00			0.00			
E 3	WTEV	10/28/12	10/28/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				FACE NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$2,500.00			0.00			
E 4	WTEV	10/28/12	10/28/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				CBS47 630P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$200.00			0.00			
E 5	WTEV	10/28/12	10/28/12	Sun Reg 1 60 Minutes	CM	7:00 PM-8:00 PM	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				60 MIN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$4,000.00			0.00			
E 6	WTEV	10/29/12	10/29/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS47 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$400.00			0.00			
E 7	WTEV	10/29/12	10/29/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	M-----	:30	1	\$440.00	P-2	0.00	NM	1	\$440.00
				CBS47 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$440.00			0.00			
													Totals	11	\$10,060.00